

L I G H T N I N G



**The Economy Lightning
Rod System**

1917

MANUFACTURED FOR

JAMES J. ZAHORIK

R. F. D. No. 2

MISHICOT, WIS.

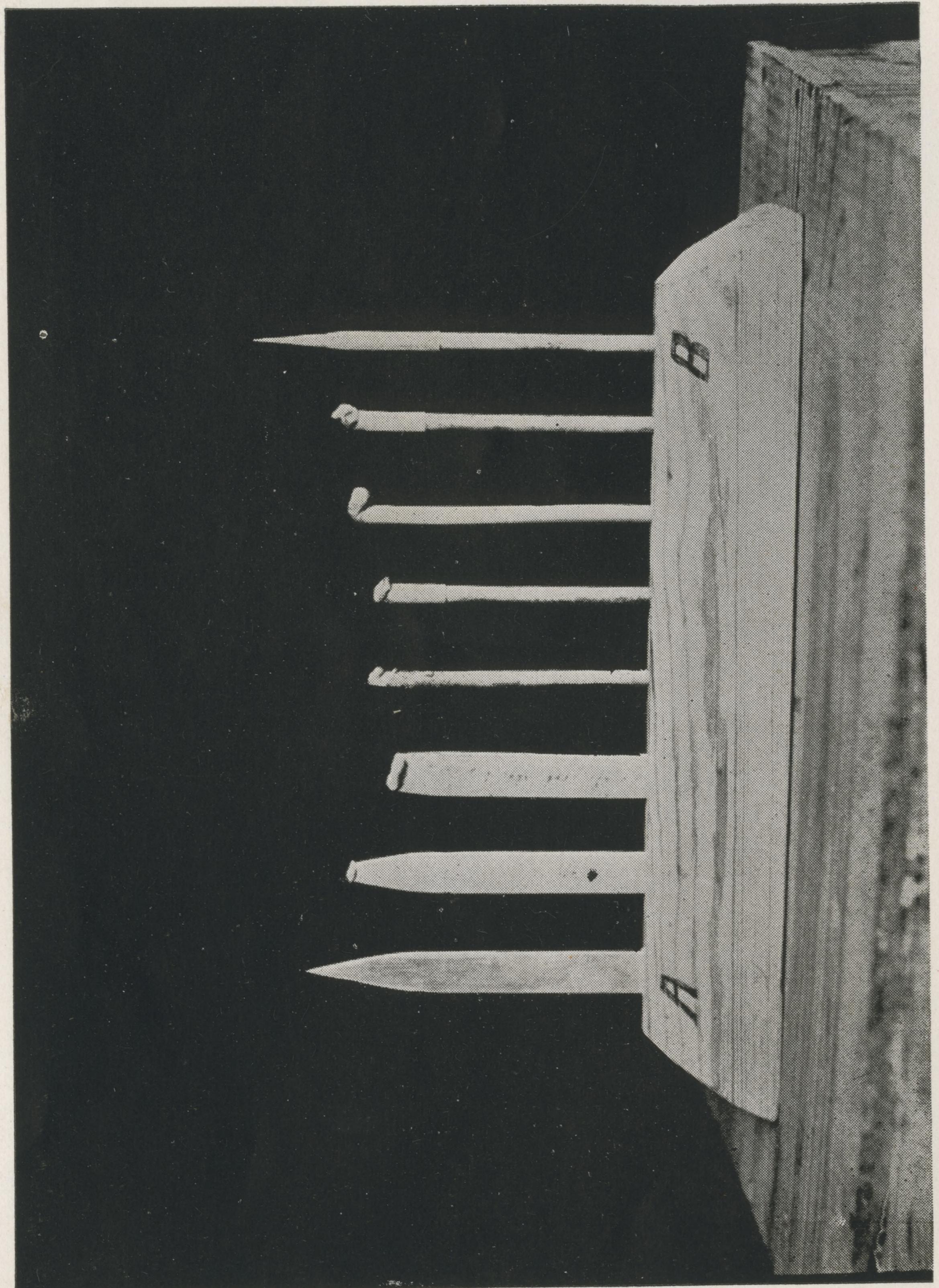


PLATE NO. 2

Few Important Facts to Remember About LIGHTNING RODS

The plate on the preceding page shows the characteristic effect of a lighting stroke on a lightning rod point. A and B are points in good order the others have been struck by lightning discharge. **Note that only the tips are melted, no other damage was done to the rod or the buildings on which they were.**

Materials to use. Of the ordinary metals available for lightning rods, such as iron, copper and aluminum one is as good as another. Resistance to corrosion is the cheif essential to be considered. Good mechanical construction is a prime essential in permanency and the resistance of the earth connection should be made as low as practicable.

Aerial terminals with points should be placed about 15 to 18 feet apart along the ridge of the roof and at all chimmeys, gables and other projections. Conductors should be so installed as to furnish two or more widely separated paths to earth.

There is fadism in the lightning rod business as well as in a millinery shop, hence the large number of unusual forms of cables on the market today. The advantages claimed for these unusual twisted cables and other freak rods have been proven by experience beyond a reasonable doubt to be practically nonexistent.

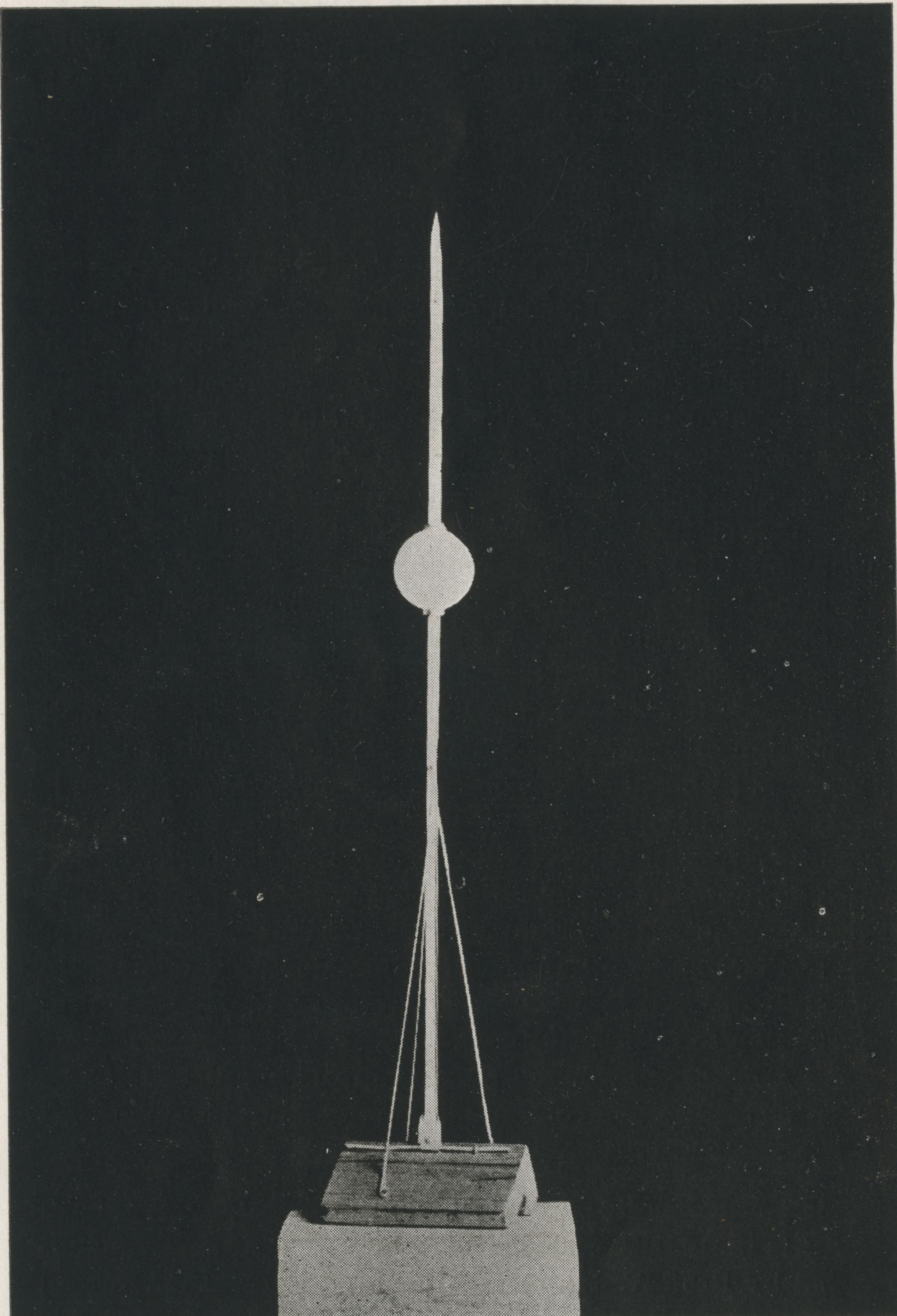
A solid wire or tightly twisted cable from quarter to three eights of an inch in diameter, if properly installed, is all that is necessary to afford a good protection to farm buildings.

A conductor, or rod of one continuous piece is to be preferred to one composed of many short sections.

THE ECONOMY ROD

is made of soft iron wire heavy double galvanized. It is in quality and size the same rod that is recommended by Prof. A. J. Henry, the U. S. Weather Bureau Expert on lightning and lightning rods. Read his Bulletin No. 367.

THEORY CONFIRMED BY EXPERIENCE



There are thousands of buildings of every description rodded with the Economy Lightning Rods in Manitowoc, Sheboygan, Calumet, Brown Kewaunee, Door and adjoining counties and not a single one of these buildings, since they were rodded, has ever been destroyed by lightning, though we have records of many instances where violent lightning bolts "struck the rods on said buildings and fused the points." See plate number 2.

GUSH

There is a great deal of theoretical gush printed nowadays about lightning rods and large variety of claims are put forth for still larger variety of fantastically twisted and formed rods. Now experience has proved to impartial investigators that practically all these claims of advantages for the unusual twisted cables are nonexistent.

Here in this part of the State we have thousands of buildings rodded with one quarter inch heavy double galvanized iron rod. Such as Prof A J. Henry recommends should be used for farm buildings in his bulletin No 367. There are also thousands of other buildings with rods of copper of every shape and form.

Now in this same locality in the past ten years it has been proven by experience upon investigation by practical and impartial insurance men and farmers interested in the subject that the iron wire gave just as good protection to buildings as copper cables and in many instances apparently better, since no visible side-flashing was noticed on buildings with iron rods. Moreover, the iron rod properly galvanized will give effective service for a long term of years. The cost is only about one third that of copper.

BRIEF EXTRACTS

from a bulletin entitled "Lightning and Lightning Conductors" by Alfred J. Henry, Prof. of Meteorology Weather Bureau, Washington, D. C.,

"The ordinary farm building is not difficult to protect from lightning flashes in the great majority of cases."

"While iron is not so good a conductor as copper, it is less likely to cause dangerous side flashes and it also dissipates the energy of the lightning flash more effectively than does the copper."

CAPACITY

"The size of wire here recommended for lightning conductors is No. 3 or No. 4.

No. 3 wire is about twice the size of telegraph wire No. 9. The writer does not know of a case wherein that size has been fused by a lightning discharge, and therefore feels no hesitancy in recommending its use as a lightning conductor for isolated farm buildings."

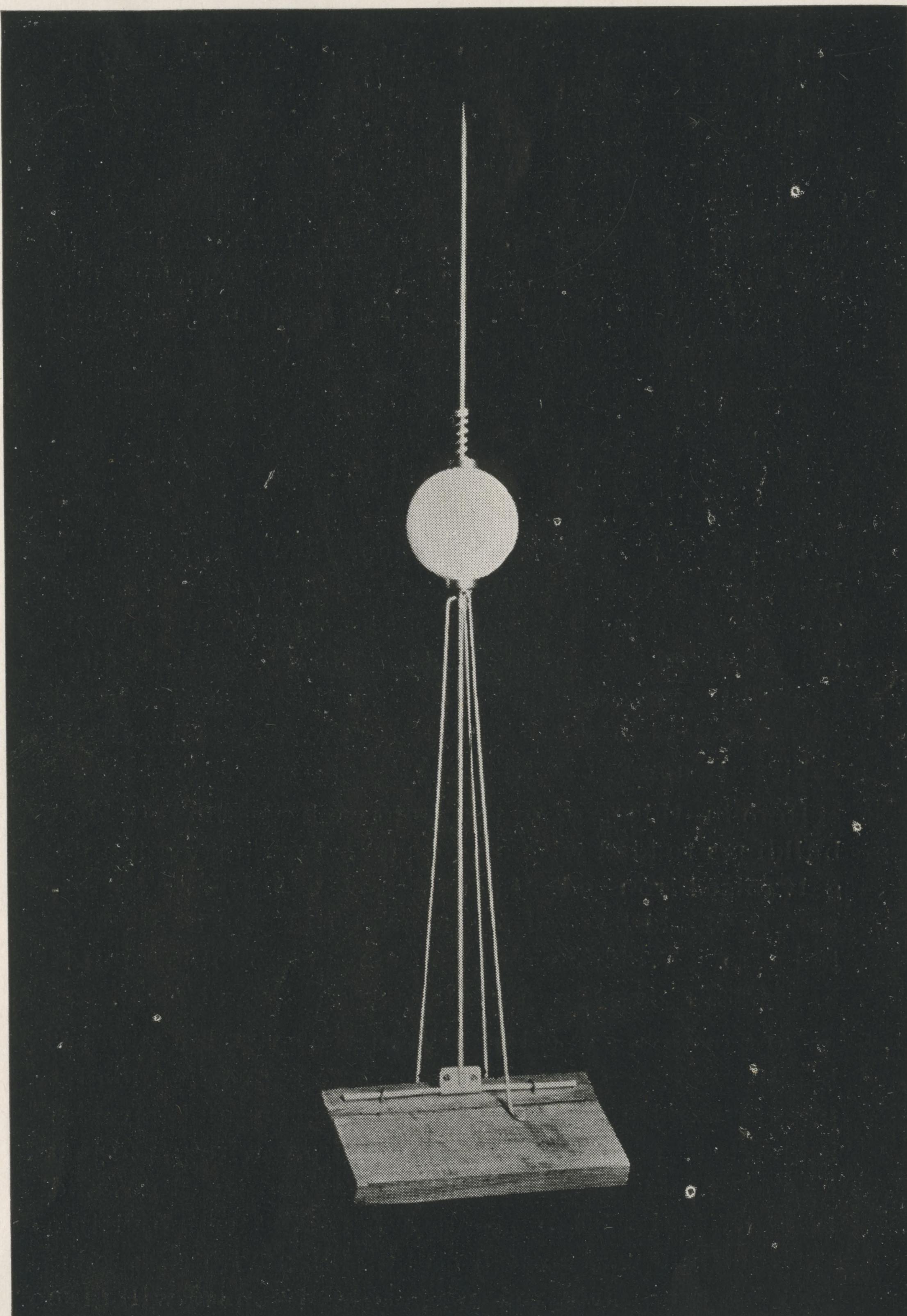
GROUND CONNECTIONS

"The essential thing is to reach permanently moist earth in the shortest distance from the main conductor."

NOW

If you are interested then write to me for particulars. No matter where you live we can do your rodding.

I have perhaps as large an experience as any other man in the state. I have personally rodded thousands of buildings of all descriptions. Rod business has been my specialty for years.



GUARANTEE

We guarantee all material and work and agree to refund your money if the material or work are found other than as represented. We also will furnish free of charge for a long term of years, all points burned off by lightning discharges on buildings rodded by us

Statements in this book may be easily verified by reading the following publications:

1. Bulletin No. 367 of U S. Dept. of Agriculture, Washington, D C.
2. The Wisconsin Agriculturist of April 27, 1916, Page 2 and of June 1st, 1916, Page 10.
3. Bulletin No. 56 of U. S. Bureau of Standards, Washington, D. C. Pages 34, 37, 56, 63 and 65.
4. Wisconsin State Fire Marshal's Bulletin No. 9 of March 22, 1913.
5. Popular Electricity, February 1913, Vol. 5, No. 10 Page 1046.

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FOR SALE BY